

# RJ REYNOLDS

TOBACCO COMPANY

COPY

March 20, 1998

RJR Account #088080

Ms. E. Johns

J. A. CALDERON CO.

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

## SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

Dear Eileen:

*SALEM .30¢ Tear Tape* product has been ordered, as well as 44 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future *Salem .30¢ Tear Tape* promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

### Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$77.00 (5.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
cc: A. Zecca  
Enc. Retailer Letter  
Retail Customer List

Note to RJR Manager:  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

**APRIL DELIVERY**  
**SALEM TEAR TAPE**  
J. A. CALDERON CO.

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	3
12300-24195	Full Flavor 100	2
12300-24196	Light	4
12300-24197	Light 100	2

Product / Premium Arrival: April 6, 1998

Ship Date to Retail: Week of: April 13, 1998

EFT \$ Amount: \$3,253.03

**April Drive Period 804 / Promotion #800438**

**PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS  
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'  
IN EACH DISPLAY SHIPPED TO RETAIL)**

**APRIL DELIVERY**

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## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 7  
 DATE: 98-03-20  
 TIME: 11:34 AM

 WHOLESALER : 088080 J. A. CALDERON CO., INC. <DIRECT>  
 TEMPLATE : 800438 80400 SAL 98 .30/1 NO  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85	M100	LT	LT	TOTAL	CHAIN-ID	SUPPLIER
								QTY	QTY	QTY	QTY			
162202	162232	354171	CLYDE BARGIN CENTER	79 GLASGOW ST	CLYDE	NY	14433	9	1	2	6	18	1149-0000	
162202	162232	486925	RICH & VERNS	64 WASHINGTON ST	WATERLOO	NY	13165	1				1		
162202	162232	763306	WOLCOTT BARGINE CTN	6010 NEW HARTFORD	WOLCOTT	NY	14590	3	2	10	5	20	1149-0000	
162602	162621	268748	CFM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	14606	3	1	3	2	9	0990-0000	
162602	162630	269798	BOBS GROCERY	1722 LAKE RD	HAMILIN	NY	14464	2	2	2	2	8		
162602	162621	326498	LYELL VIDEO CENTER	1366 LYELL AVE	ROCHESTER	NY	14606	1		1		2		
162602	162630	539162	STOP-N-SHOP	692 MANITOU RD	HILTON	NY	14468	1	1	1	1	4		
162602	162630	679258	TUBBY'S DELIRIAUNT	1097 LONG POND RD	ROCHESTER	NY	14626	1	1	1	1	4		
162602	162621	684550	RITESIDE MINI MKT	2709 CHILI AVE	ROCHESTER	NY	14624	1	1	1	1	4		
162602	162225	757361	PERRY DOLLAR & MORE	35 S MAIN STREET	PERRY	NY	14530	1				1	1149-0000	
162602	162630	764134	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY	14420	1	1	1	1	4		
162604	162621	268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	2	2	2	2	8		
162604	162621	268724	BI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY	14623			1	1	2		
162604	162630	268755	M&T GROCERIES	1070 STONE RD	ROCHESTER	NY	14616	1		1	1	3		
162604	162630	268763	MCCALL MINI MART	90 MCCALL RD	ROCHESTER	NY	14615	1	1	1	1	3		
162604	162621	268815	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY	14611		1	1	1	3		
162604	162621	269157	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY	14604	2	1	2	1	6		
162604	162621	415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	1	1	1	1	4		
162604	162630	481368	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY	14615	1	1	1	1	4		
162604	162620	505050	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY	14526	1		2	1	4		
162604	162621	510617	HIGHLAND MINI MARKE	834 SOUTH AVE	ROCHESTER	NY	14620	1		1	1	3		
162604	162620	524833	SCHOENHART MOBIL/F	2175 PENFIELD RD	PENFIELD	NY	14526	2	1	11	2	16		
162604	162621	527406	SHAIKI MINI MARKET	411 GENESEE ST	ROCHESTER	NY	14611	3	1	3	2	9		
162604	162630	549096	STOP N SHOP MOBIL/F	2044 LATTA RD	ROCHESTER	NY	14612	1	1	1	1	4		
162604	162620	559196	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY	14609	1	1	1	1	4		
162604	162624	592748	COM'GO MART	69 ROCHESTER ST	SCOTTSVILLE	NY	14546	1	1	1	1	3		
162604	162624	633313	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHE	NY	14445	1	1	2	2	6	0362-0102	
162604		651384	ABURASS MINI MARKET	495 SOUTH AVENUE	ROCHESTER	NY	14620	1	1		1	3		
162604		652088	JOE'S DELI & FOOD M	1306-1038 DEWEY A	ROCHESTER	NY	14612			2	1	3		
162604	162621	664259	ZIADS MEATS & GROCE	452 PARSELLS AVE	ROCHESTER	NY	14609	5	2	1	1	9		
162604	162624	696058	LAKEVILLE GENERAL	5763 MAIN ST	LAKEVILLE	NY	14480	5	1	12	2	20		
162604		705968	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY	14616	1		3	1	5		
162604	162620	716294	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY	14609	1	1	1	1	4		
162604		728375	S&F MINI MART	642 MONROE AVE #	ROCHESTER	NY	14607	1				1		
162604		743983	RANI MART	1416 CULVER RD	ROCHESTER	NY	14609	1	1	1	1	4		
162604	162225	752618	LIGHTNING EXPRESS	6 MOUNT MORRIS RD	LEICESTER	NY	14481	1		1		2		
162604	162621	763722	CFM #33-054	1430 CLINTON AVE	ROCHESTER	NY	14621	2	3	2	3	10	0990-0000	
162604	162630	764381	CFM #33-053/F	501 LONG POND RD	ROCHESTER	NY	14612	1		6		7	0990-0000	
162604	162620	802169	DHALIWAL A-PLUS	2075 RIDGE RD E	ROCHESTER	NY	14622	1	1	1	1	4		
162605	162232	310838	BAROODY'S INC.	372 EXCHANGE ST	GENEVA	NY	14456	5	1	2		8		
162605	162620	503226	FAIRPORT MOBIL MART	110 S MAIN ST	FAIRPORT	NY	14450	2	1	2	1	6		
162605	162232	602679	DOLLAR & MORE STORE	DBA DOLLAR & MORE LYONS		NY	14489	5	4	5	2	16	1149-0000	

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								M85	M100	M85	M100			
162605	162232	724735	J&S DISCOUNT STORE	418 EXCHANGE ST	GENEVA	NY	14456	3	3	3	3	12		
162605	162620	748807	CLAWSON'S GROC&DELI	1231 AYRAULT RD	FAIRPORT	NY	14450	1		2	1	4		

PAGE BREAK TOTAL ACCOUNTS 44 TOTAL QUANTITY 79 42 98 56 275

TEMPLATE TOTAL ACCOUNTS 44 TOTAL QUANTITY 79 42 98 56 275

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